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July 25, 2011

Ms. Marlene H. Dortch, Secretary
Federal Communications Commission
445 Twelfth Street, SW
Washington, DC 20554

Via Electronic Filing

Re: MB Dkt 09-182, 2010 Quadrennial Review – Review of the Commission’s Broadcast Ownership Rules and Other Rules Adopted Pursuant to Section 202 of the Telecommunications Act of 1996

Dear Ms. Dortch,

Pursuant to section 1.1206(b) of the Commission’s rules, Free Press submits this notice regarding an *ex parte* communication in the above referenced proceeding.

On July 25, 2011, Corie Wright, Policy Counsel for Free Press, met with Thomas Reed, director of the FCC Office of Communications Business Opportunities.

The subject of the meeting was the recent U.S. Court of Appeals decision regarding the FCC’s 2006 Quadrennial Media Ownership Review and its impact on the FCC’s pending 2010 Media Ownership Review. *See Prometheus Radio Project v. FCC*, Nos. 08-3078 *et al.*, slip op. (3d Cir. July 7, 2011) (“Prometheus II”). In *Prometheus II*, the Third Circuit vacated and remanded the Commission’s 2007 decision to relax its newspaper-broadcast cross ownership rule and provisions of the Commission’s Diversity Order, while affirming the Commission’s decision to retain its other media ownership limits. *Id.* at 9.

Ms. Wright emphasized that sound policy making, as well as the directive of the Third Circuit, require the FCC to evaluate the impact of all of its media ownership rules on ownership opportunities for women and people of color, and to make diversity a central focus of its 2010 Review. Increasing ownership by women and people of color would serve the public interest by remedying the dearth of broadcast ownership by women and people of color and by improving service to underserved segments of the community.

Finally, Ms. Wright provided two studies by Free Press Research Director S. Derek Turner demonstrating that media consolidation is one of the key factors affecting minority station ownership levels. These studies have previously been submitted to the

FCC and can be found at the links below.¹ This research suggests that increased consolidation in local media markets further diminishes the already limited number of stations available for purchase, thus leaving women and people of color with fewer chances to become media owners and to promote diverse programming in local communities. Excess consolidation has also crowded out minority owners, who tend to be single station owners and find it difficult to compete with their big-media counterparts for programming and advertising revenue.

In accordance with the Commission's rules this *ex parte* notice is being filed electronically in the above referenced docket. If you have any questions regarding this filing, please do not hesitate to contact me.

Respectfully
submitted,

_____/s/_____

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Cc:
Thomas Reed

¹ S. Derek Turner, *Out of the Picture: Minority & Female TV Station Ownership in the United States* (2006) available at <http://www.freepress.net/files/otp2007.pdf>; S. Derek Turner, *Off the Dial: Female and Minority Radio Station Ownership in the United States* (2007) available at http://www.freepress.net/files/off_the_dial.pdf.